

Rep Order# 8879973 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 37575

Printed: 10/12/2012 10:47 AM  
Last Received: 10/12/2012 10:36 AM  
Showing Buylines: All Lines

1 of 6

Station KLAS-TV LAS VEGAS  
Advertiser ( ) PATRIOT MAJORITY  
Product Issue  
Estimate# 2029  
Buyer Sarah Levene  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 84/91/2029  
Flight Dates 10/16/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK  
TOTAL - \$274,300  
PLEASE CONFIRM

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	M	600A-700A	8 NEWS NOW AT 5-7AM	:30	\$3,000.00	10/22-10/22	1	1	1	\$3,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*2	TU-F,M	600A-700A	8 NEWS NOW AT 5-7AM	:30	\$3,000.00	10/23-10/29	3	1	3	\$9,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*3	TU-F,M	600A-700A	8 NEWS NOW AT 5-7AM	:30	\$3,000.00	10/30-11/05	3	1	3	\$9,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*4	TU	600A-700A	8 NEWS NOW AT 5-7AM	:30	\$3,000.00	11/06-11/06	1	1	1	\$3,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*5	M	700A-900A	CBS THIS MORNING	:30	\$3,000.00	10/22-10/22	1	1	1	\$3,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								

**Ver# 3      Status Revised**

**Traffic Order# 37575**

Printed: 10/12/2012 10:47 AM  
Last Received: 10/12/2012 10:36 AM  
Showing Buylines: All Lines

2 of 6

<b>Station</b>	KLAS-TV LAS VEGAS
<b>Advertiser</b>	( ) PATRIOT MAJORITY
<b>Product</b>	Issue
<b>Estimate#</b>	2029
<b>Buyer</b>	Sarah Levene
<b>Phone#</b>	
<b>Fax#</b>	

**Agency** ( ) WATERFRONT STRATEGIES  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
**Agency C/P1/P2/E** 84/91/2029  
**Flight Dates** 10/16/2012 - 11/06/2012  
**Hiatus Weeks**

**Rep Firm**  
**Sales Office** ( ) WASHINGTON  
**Salesperson** ( ) MIKE JONES

**Salesperson Phone#** 202-872-5880  
**Salesperson FAX#** 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*6	TU-F,M	700A-900A	CBS THIS MORNING	:30	\$3,000.00	10/23-10/29	2	1	2	\$6,000.00	
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	*7	TU-F,M	700A-900A	CBS THIS MORNING	:30	\$3,000.00	10/30-11/05	2	1	2	\$6,000.00	
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	*8	TU	700A-900A	CBS THIS MORNING	:30	\$3,000.00	11/06-11/06	1	1	1	\$3,000.00	
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	*9	SU	600A-630A	8 NEWS NOW SUNDAY MORNING- #1	:30	\$1,500.00	10/21-10/21 11/04-11/04	1 1	1 1	1 1	\$3,000.00	
		Sales Remark: V3 .										
		V3 Comment Changed, Rate Changed										
	*10	TU-F,M	900A-1000A	LIVE! WITH KELLY	:30	\$2,000.00	10/16-11/05	2	3	6	\$12,000.00	
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	*11	TU-F,M	1200P-1230P	8 NEWS NOW AT NOON	:30	\$2,000.00	10/16-10/22	2	1	2	\$4,000.00	
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	*12	TU-F,M	1200P-1230P	8 NEWS NOW AT NOON	:30	\$2,000.00	10/23-10/29	2	1	2	\$4,000.00	
		Sales Remark: V3 .										
		V3 More than 2 codes changed										
	*13	TU-F,M	1200P-1230P	8 NEWS NOW AT NOON	:30	\$2,000.00	10/30-11/05	2	1	2	\$4,000.00	
		Sales Remark: V3 .										
		V3 More than 2 codes changed										

Rep Order# 8879973 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 37575

Printed: 10/12/2012 10:47 AM  
Last Received: 10/12/2012 10:36 AM  
Showing Buylines: All Lines

3 of 6

Station KLAS-TV LAS VEGAS  
Advertiser ( ) PATRIOT MAJORITY  
Product Issue  
Estimate# 2029  
Buyer Sarah Levene  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 84/91/2029  
Flight Dates 10/16/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*14	TU	1200P-1230P	8 NEWS NOW AT NOON	:30	\$2,000.00	11/06-11/06	1	1	1	\$2,000.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*15	TU-F,M	300P-400P	ELLEN	:30	\$2,500.00	10/16-11/05	2	3	6	\$15,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*16	SU	530P-600P	INSIDE EDITN W	:30	\$650.00	10/21-10/21	0	0	0	\$0.00	
							11/04-11/04	0	0	0		
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*17	TU-F,M	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$2,500.00	10/16-10/22	2	1	2	\$5,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*18	TU-F,M	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$2,500.00	10/23-10/29	2	1	2	\$5,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*19	TU-F,M	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$2,500.00	10/30-11/05	2	1	2	\$5,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*20	TU	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$2,500.00	11/06-11/06	1	1	1	\$2,500.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Rate Changed								
	*21	TU-F,M	500P-630P	8 NEWS NOW ROTATION	:30	\$3,000.00	10/16-11/05	2	3	6	\$18,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								

Rep Order# 8879973 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 37575

Printed: 10/12/2012 10:47 AM  
Last Received: 10/12/2012 10:36 AM  
Showing Buylines: All Lines

4 of 6

Station KLAS-TV LAS VEGAS  
Advertiser ( ) PATRIOT MAJORITY  
Product Issue  
Estimate# 2029  
Buyer Sarah Levene  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 84/91/2029  
Flight Dates 10/16/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES

Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*22	SA	530P-60CP	POLITICS NOW	:30	\$3,000.00	10/20-10/27	1	2	2	\$6,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*23	SU	400P-43CP	8 NEWS NOW @ 4P (AFTER NFL)	:30	\$3,000.00	11/04-11/04	1	1	1	\$3,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*24	TU	800P-90CP	NCIS	:30	\$50,000.00	10/30-10/30	1	1	1	\$50,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*25	TU	900P-1000P	NCIS: LOS ANGELES	:30	\$20,000.00	10/16-10/16	1	1	1	\$20,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*26	W	800P-90CP	SURVIVOR	:30	\$30,000.00	10/31-10/31	1	1	1	\$30,000.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	*27	W	1000P-1100P	C.S.I.	:30	\$15,000.00	10/24-10/24	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*28	TH	1000P-1100P	ELEMENTARY	:30	\$12,000.00	11/01-11/01	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								
	*29	SU	700P-800P	60 MINUTES	:30	\$25,000.00	10/21-10/21	0	0	0	\$0.00	
				Sales Remark: V3 .								
				V3 Comment Changed, Spots/week Changed								

Rep Order# 8879973 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 37575

Printed: 10/12/2012 10:47 AM  
Last Received: 10/12/2012 10:36 AM  
Showing Buylines: All Lines

5 of 6

Station KLAS-TV LAS VEGAS  
Advertiser ( ) PATRIOT MAJORITY  
Product Issue  
Estimate# 2029  
Buyer Sarah Levene  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 84/91/2029  
Flight Dates 10/16/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES

Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*30	SA-SU	1100P-1135P	8 NEWS NOW AT 11PM-WKND	:30	\$2,500.00	10/20-11/04	1	3	3	\$7,500.00	
		Sales Remark: V3 . V3 Comment Changed, Rate Changed										
	*31	TU-F,M	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$5,500.00	10/30-11/05	1	1	1	\$5,500.00	
		Sales Remark: V3 . V3 More than 2 codes changed										
	*32	TU-F,M	1135P-1237A	LATE SHOW W/LETTERMAN	:30	\$950.00	10/16-11/05	0	0	0	\$0.00	
		Sales Remark: V3 . V3 Comment Changed, Spots/week Changed										
	*33	TU-F,M	1237A-137A	LATE LATE SHOW	:30	\$1,200.00	10/23-11/05	1	2	2	\$2,400.00	
		Sales Remark: V3 . V3 More than 2 codes changed										
	*34	SA	900P-1000P		:30	\$20,000.00	10/27-10/27	1	1	1	\$20,000.00	
		Buyline Comment: HAWAII 5 0 V3 Added										
	*35	SA	800P-1000P		:30	\$8,400.00	10/27-10/27	1	1	1	\$8,400.00	
		Buyline Comment: PRIME SAT MOVIE V3 Added										

—REPORT TOTALS—

Report Totals: 62 / \$274,300.00

—SALES MONTHLY TOTALS—

Rep Order# 8879973 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 37575

Printed: 10/12/2012 10:47 AM  
Last Received: 10/12/2012 10:36 AM  
Showing Buylines: All Lines

6 of 6

Station KLAS-TV LAS VEGAS  
Advertiser ( ) PATRIOT MAJORITY  
Product Issue  
Estimate# 2029  
Buyer Sarah Levene  
Phone#  
Fax#

Agency ( ) WATERFRONT STRATEGIES  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 84/91/2029  
Flight Dates 10/16/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

Oct 12: 35 / \$128,100.00 Nov 12: 27 / \$146,200.00

Sales Totals: 62 / \$274,300.00

Station Totals: 62 / \$274,300.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$914,333	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11  
Demos RA35+